

The firm
looking
after global
brands
wanted
their own.

Development notes.



TradeMark

This new corporate image was created and also launched within two months of being briefed.

The firm that looked after the licensing and also protected the brand rights for the likes of Pepsi, LA Sports Council, Harley Davidson, Billabong, Qantas, and Elle McPherson decided that in order to grow and attract more global corporations to their portfolio they needed their own brand.

I took them back to visual basics and evolved the international trademark sign, into their own sign.

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A business
improvement
firm
wanted an
improvement
of their own.

Development notes.



The company is a well regarded business improvement firm in the demanding field of manufacturing.

They had the same image they started with and now wanted an improvement of their own.

They sought to tell their market they had the answers to their clients' problems and were good communicators.

Their long company name was simplified to the three letters they used in speech, and when answering phones, and the original background badge ellipse was tweaked into a dialogue box.

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Our output is different, and so is our input. The way you input to us could not be more different than the usual agency round of account briefings. You brief Greg Marshall who will be doing the writing and designing. He will be creating all your work guided by your thoughts on how you express ideas, the image you want to portray, and how this task at hand fits in with the direction you want your firm to take. If this direct-to-disc path is how you would like to work with those tasked with translating your internal thoughts into broadcast external communications, we'd like to hear from you. The number in Sydney, Australia is +61 2 8356 9799.

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